COPY

RJ REYNOLDS
TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR
8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

JULY, 98

DORAL JACKPOT PROMOTION #801271 (PRODUCT IS 'PRE-SLEEVED)

TO:	RJR ACCOUNT #: #124920	CC:	162601
	F. COLUCCI F. COLUCCI, INC.	CC:	
FAX #:	(716) 282-4240		

Displays will be packed by Derigo.
Brand styles: Doral Lt 100 / Menthol Lt 100 / 100 / Ultra Lt 100
Consumer receives Coupon for .40¢ Off next 2-Pack purchase.
4-Carton Display contains 40 Pack Offers (1 Carton each style)
Retail Distribution Date: Week of 8/31/98
Retail Billing Per Display: 4 Cartons

JACKPOT.DOC

51845 6805

Source: https://www.industrydocuments.ucsf.edu/docs/rjny0000

WHOLESALER : 124920 FRANK COLUCCI, INC. <DIRECT>
TEMPLATE : 801271 80900 DOR SEPT JACKPOT
TEMPLATE SEQ : 0919
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162601	162626	319797	FILL-N-SHINE	700 MAIN ST	NIAGARA FALLS	NY	14301	1	NYS			(716)284-6057

PAGE BREAK TOTAL ACCOUNTS 1 TOTAL QUANTITY 1

TEMPLATE TOTAL ACCOUNTS 1 TOTAL QUANTITY 1

51845 6806

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We're Giving Customers A Million Good Reasons To Stop By Your Store In September.

Doral's Price Check Jackpot!

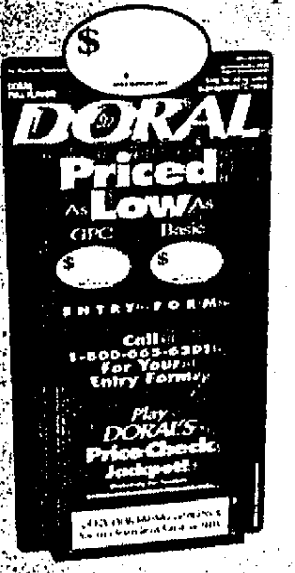
Doral is introducing the Price Check Jackpot, giving customers a chance to hit the jackpot and win a cool million dollars.

To enter, adult smokers will need to visit your store for entry forms and to check the prices of Doral and GPC or Basic.

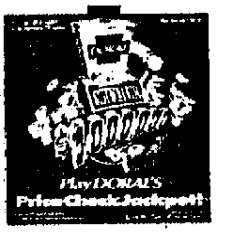
In-store, we're providing a unique, impactful display and advertising materials that will draw attention and create a sense of excitement. These materials will be delivered to your store by Sept. 1st. Please price and place immediately upon arrival.

Doral will support this promotion with direct mail advertising.

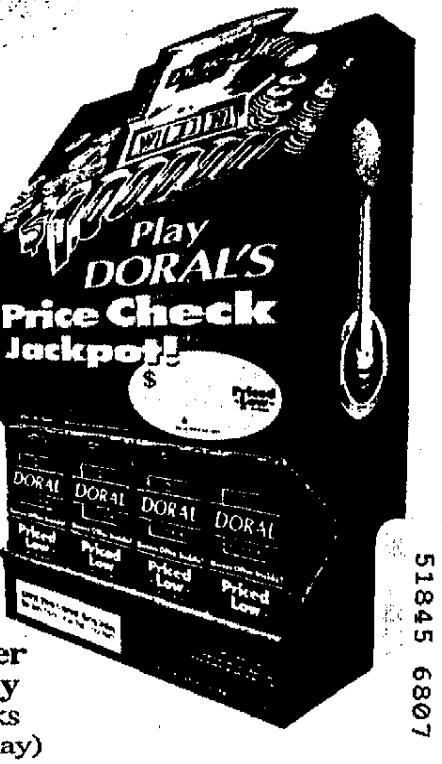
In September, everyone comes out a winner with Doral's Price Check Jackpot.



Easel Card w/Entry Forms



Wobbler



Counter Display
(40 packs per display)

51845 6807

Additional Support Pieces:*

Pack Outlet
Small Paster

Cigarette/Tobacco Store Outlet
Large Paster
Banner
Standee

*Adhesive numbers and a pricing pen will be included for you to price the materials.

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